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ABSTRACT

Although the role of the school library media specialist is frequently undervalued, the media specialist can become a leader in restructuring a school through strategic planning methods. The book shows library media specialists how to help direct the planning team that is developing the vision of the school's future. The overall strategic planning process is outlined, along with the parallel planning the media specialist must do to keep the library media center in step. The library media specialist cannot hope to develop the library media center effectively without working as part of the strategic planning process. Following an introductory chapter on strategic planning, the subject is reviewed in 11 chapters: (1) external scanning of the surrounding environment; (2) internal program scanning of the school; (3) organizational analysis of strengths and weaknesses; (4) vision statements; (5) mission statements for the school; (6) action plans; (7) setting priorities; (8) action plans and budgetary considerations; (9) keeping strategic planning dynamic; and (10) caveats. Strategic planning is distinguished from typical educational planning by being ongoing, comprehensive, participatory, and systematic. Thirteen figures illustrate the discussion. (Contains 26 references.) (SLD)

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